

TRAC Meeting: Outreach Subcommittee

January 13, 2011

Member Attendees

Last	First	Company
Leff	Mike	Valley Power Systems
Lujan	Steven	Cascade Sierra Solutions
Macartney	Jeff	Crossroad Equipment and Finance
Phipps	Bob	Bettendorf Trucking
Pitto	Mary	Regional Council of Rural Counties
Plowman	Betty	California Dump Truck Owners Association
Rasmussen	Chris	Emissions Guru, Inc.
Rea	Charley	CA Construction and Industrial Materials Assoc.
Tunnel	Mike	American Trucking Association
Young	Chris	Cummins

Discussion Items

- Subcommittee Outreach Reports
- Update on Regulations
- 2011 Outreach Efforts
- Alternative Language Outreach
- Priorities and Action Items

Subcommittee Outreach Reports

- Greenhouse Gas (GHG) Subcommittee: ARB's travel budget is restricted so staff requested members' assistance in distributing outreach materials on the GHG regulation. ARB staff can provide presentations and other outreach materials to affected stakeholders.
- Agriculture Subcommittee: Members were pleased with the early outreach efforts. Members expressed that there is a need to reach out more to stakeholders in the northern parts of California.
- Small Business Subcommittee: Members stated that a clear, strong message is still needed from ARB in outreach materials. Members also expressed that branding consistency is needed and that ARB staff to continue to work with associations and other networks on outreach efforts.

Update on Regulations

- ARB staff gave an overview of the regulatory changes. These included light and heavy trucks compliance schedules and the phase-in option for heavier trucks. Other changes included changes to the agricultural provisions, credits, and the addition of a special provision for low mileage construction vehicles.

- Members expressed concern for the lack of public notice regarding the revision to now require 1996 to 1999 model year engines to have PM filters installed by January 1, 2012. ARB staff responded that in order to allow a special provision for low mileage construction trucks, staff had to get emission reductions elsewhere. Staff also stated that the issue was discussed in public at the December 17 Board hearing, was included in the presentation to the Board, and that it will be part of the 15-day changes. Members were concerned that this was probably missed by affected stakeholders and how the 15-day changes do not go before the Board a second time for consideration. ARB staff responded that 15-day changes are those that have been approved by the Board.

2011 Outreach Efforts

- ARB staff requested feedback on the fact sheet, *Compliance Requirements Summary*, which has been posted on the Truck and Bus Regulation website. Members' comments included the need for other fact sheets, tables in the fact sheets should have notes to prompt people to read text, and the need for a more comprehensive table yet keep charts easy to read.
- ARB staff also gave an overview on revisions to the one-pager. Members commented that school buses should be left out since most of the audience is the trucking industry. Another member commented that information for light trucks should be included instead of the information for school buses. Members also stressed the importance of including the penalty for not complying.
- ARB staff presented the outreach timeline including upcoming events including the one-stop truck events and agricultural vehicle reporting training. Members provided feedback on locations of events and ways to outreach to stakeholders on the events.

Alternative Language Outreach

- ARB staff presented to the subcommittee to discuss the need for providing outreach materials in alternative languages other than Spanish and Punjabi. Some members discussed that there is a possible need to provide materials in Korean or Mandarin languages. ARB staff and members discussed the limitations due to resources. One member commented that some stakeholders are able to find language assistance through other means and that remaining with just providing outreach materials in Spanish is the most cost-effective.
- Members suggested that the outreach materials include more obvious information on the availability of information in Spanish.

Priorities and Action Items

- Members discussed the need for more media outreach and training on the reporting requirements. ARB plans to provide training on general reporting and compliance requirements.

- Members expressed concern there is still a credibility issue with ARB and that could impact ARB's outreach efforts. This includes the opinion among stakeholders that the regulation will not be enforced. Members also requested that staff from Enforcement Division participate in the TRAC meetings regularly.
- ARB staff requested feedback from members on the subcommittee's need to continue to meet on a regular basis or less frequently. The next TRAC meeting will be held on April 14.